

How to Leverage Calls-to-Action

to Simultaneously Improve User Experience
and Marketing ROI

Mariah Obiedzinski
Sr. Director, Content Services
Stamats | @MariahWrites

Housekeeping

- Use the Q&A button to ask questions at any time during the presentation
- If you have any technical difficulties, send a message in the Q&A area or call 800.553.8878
- The presentation slides and recording will be available after the webinar

Upcoming Webinars

“10 Things to Know About Research to Make Your Marketing Better”

Tuesday, July 21 at 12:30 PM CDT

Presented by Bob Sevier

Register at www.stamats.com/webinars

About the Presenter



Mariah Obiedzinski

Sr. Director of Content
Services

Experience

Content strategy, writing, enterprise content marketing

Education

- BA, Mount Mercy University

Interests & Hobbies

- All areas of content marketing
- Running

Contact Info

- (319) 389-0058
- mariah.obiedzinski@stamats.com
- [linkedin.com/in/mariahobie/](https://www.linkedin.com/in/mariahobie/)

Agenda

- ① What is a CTA?
- ② Why do visitors come to sites?
- ③ Why does strategy matter?
- ④ Tips for writing effective CTAs
- ⑤ Measuring ROI and conversions
- ⑥ Q&A

1. What is a CTA?

CTA = Call-to-Action: The Most Valuable Next Step

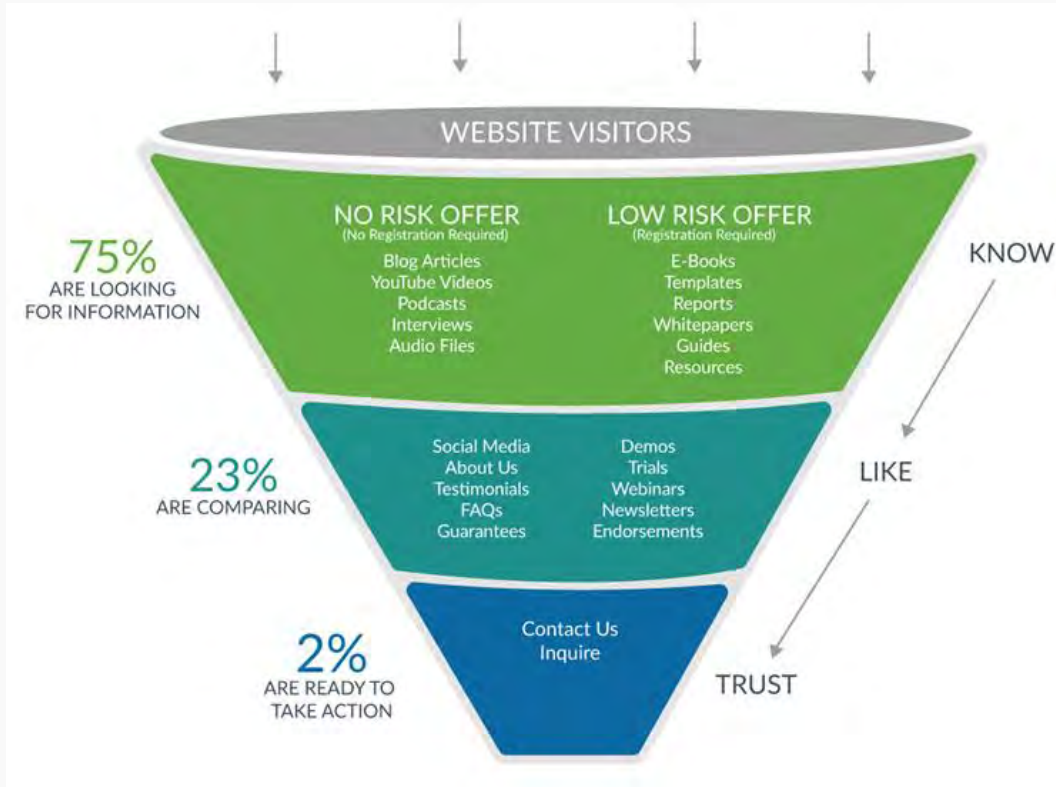
- Now that a visitor is on your page:
 - What do you want them to do next?
 - What's their next natural step?
 - How can they easily convert?

Blogs Are Natural Conversion Points

- Easy, relevant opportunity to direct prospective clients:
 - Deeper into your site
 - To schedule a tour
 - To enroll, apply, or make another action
- Often the highest point of organic entry to a website

Some sites get
50%
of all traffic
from the blog!

CTAs Move People Through the Conversion Funnel



CTAs Help Drive ROI Over Time

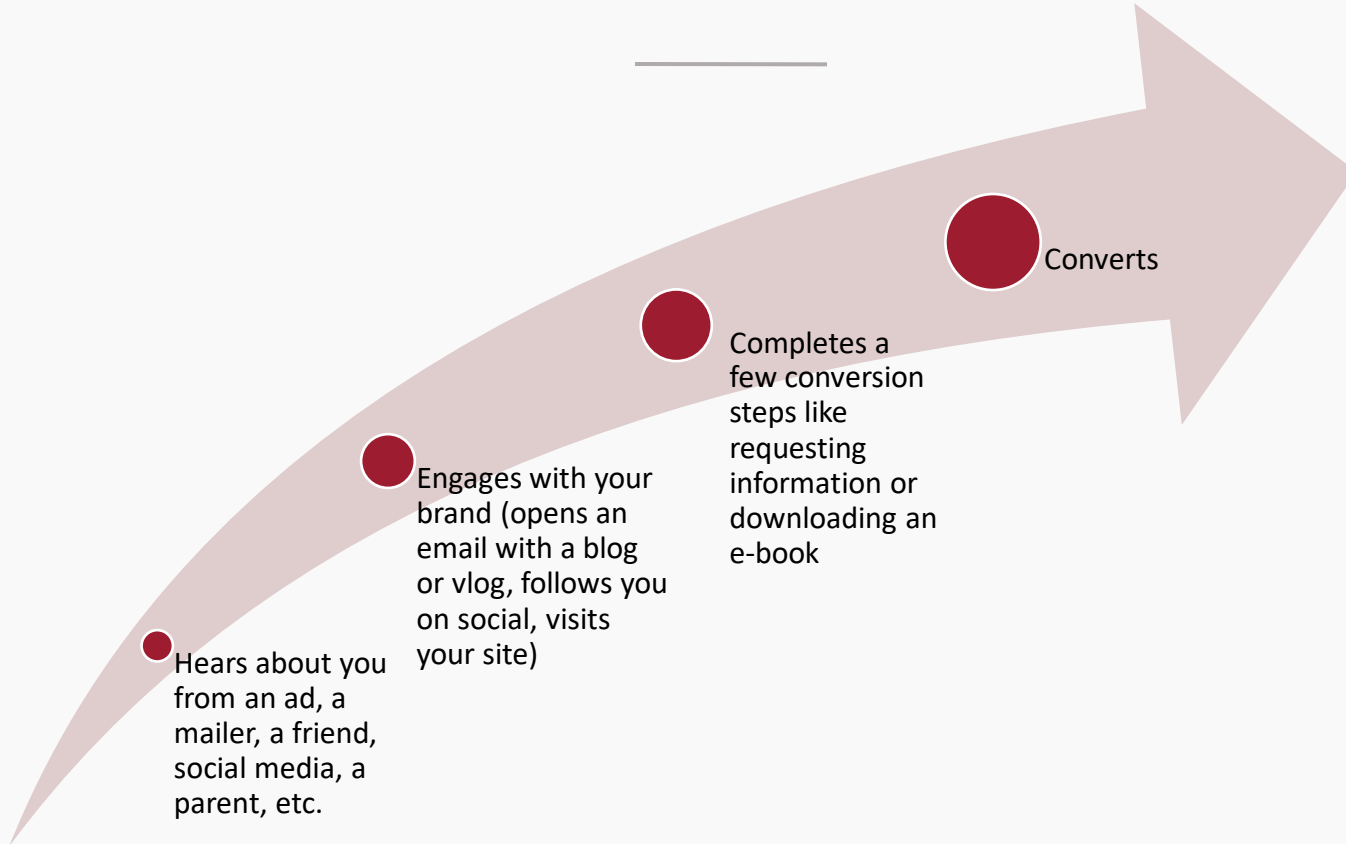
- Our No. 1 goal? Conversions – but not always enrollments!
- CTAs should be different for specific:
 - Campaigns
 - Pages
 - Audience segments

CTAs Support User and Business Goals

- Goals should be:
 - Data-driven
 - Relevant to UX
 - Measurable



Example User Journey



Formats of CTAs

- Inline
- Form
- Button

The screenshot shows the Fort Lewis College website. At the top, there is a navigation bar with links for 'ABOUT FLC', 'ACADEMICS', 'UT Permian Basin', 'Academics', 'Admissions & Aid', 'Life at UTPB', 'Community Impact', 'Athletics', 'About Us', and 'Give'. A 'Home' link is also present. Below the navigation, there is a 'Featured' section with a large image of graduates and a headline 'Student: Commencement'. The text below the headline reads 'Graduates and faculty with FLC faculty with Colorado State commencement'. A 'Continue Reading' link is provided. To the right, there is a 'Request Information' form with the heading 'What are you looking for? We can help.' and a sub-heading 'Need your next step?'. The form includes fields for 'First Name', 'Last Name', 'Address', 'City', 'State', and 'Zip'.

This block displays four distinct CTA cards arranged in a 2x2 grid. Each card has a circular icon at the top: 'VISIT' (red), 'ASK' (red), 'APPLY' (red), and 'APPLY' (red). The cards are: 1. 'Chart Your Path' with a blue background and a white button labeled 'Undergraduate Admission'. 2. 'Launch Your Calling' with a blue background and a white button labeled 'Graduate Admission'. 3. 'Find Your Way' with a blue background and a white button labeled 'Online Admission'. 4. 'Set Your Sails' with a blue background and a white button labeled 'Evening Admission'. Each card contains descriptive text about the respective program.

Buttons: Let UX Show What Works

- After 2,065 visits, 69% of users preferred the white button.
- Flat or “ghost” buttons were trendy at the time.
- We let the data tell point us to the best CTA option.

SCHEDULE YOUR FREE,
CONFIDENTIAL ONE-ON-ONE
ASSESSMENT

Request an assessment

or call (630) 305-5027

SCHEDULE YOUR FREE,
CONFIDENTIAL ONE-ON-ONE
ASSESSMENT

Request an assessment

or call (630) 305-5027

**CTA Style, Wording, and
Placement Should Reflect
the User Journey.**

2. Why Do People Visit Your Site?

Three Types of User Journeys

1. Current Consumers

They know you. They know what they want (usually).

Easy Access to Popular Actions
Learn More
Get Information
Buttons/banners

2. Prospective Consumers

They're researching. They're interested in you.

Pique Their Interest

Discover why

Find out more

Images/videos

3. Interested Parties of Both Segments

They've been referred. They're curious, maybe skeptical.

Educate and Entertain

Listen/watch/read more

Follow us on social media

Images/videos/buttons

**Understand Users' Needs
and Wants Through
the Filter of Intent**

Needs

- Critical information
- Must act soon
- Informative
- Educational

Wants

- Desired information
- Can act at will ... or not
- Entertaining
- Educational

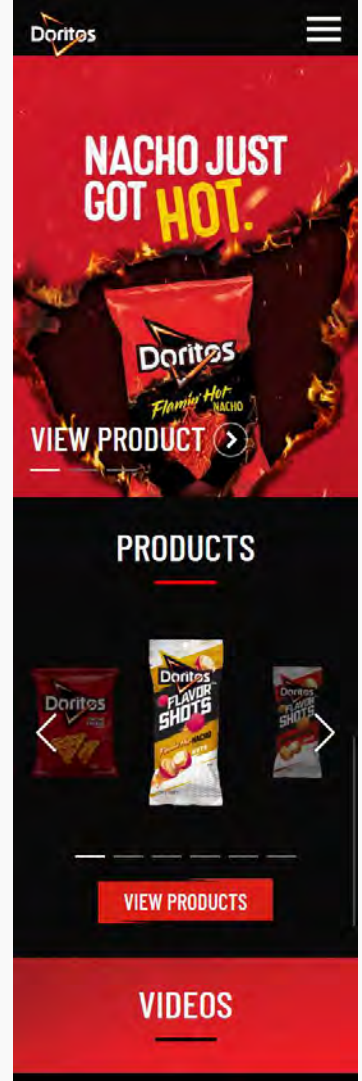
XBOX: Convert & Commune

- Lead with the need
 - Put the most immediate need first
 - Three featured games on a slider
 - Shop Now



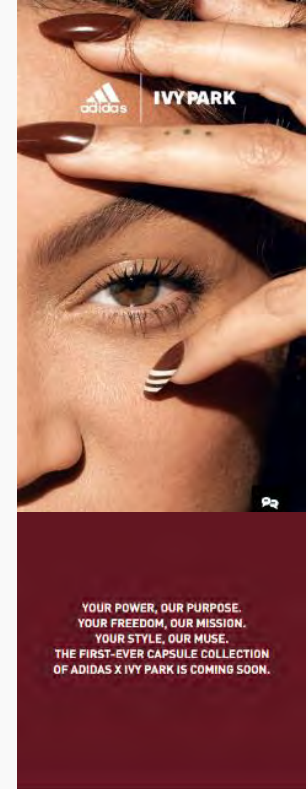
Doritos: Enjoy and Engage

- Start with the “so what”
 - View the new, customer-centric featured product
 - Flip through/view other products
 - Watch videos



Adidas

- Clear CTAs for two distinct journeys
 - Hey, potentially non-athletic young person. We are bold, sexy, and confident, like you.
 - Explore More equates to define your style



YOUR POWER, OUR PURPOSE.
YOUR FREEDOM, OUR MISSION.
YOUR STYLE, OUR MUSE.
THE FIRST-EVER CAPSULE COLLECTION
OF ADIDAS X IVY PARK IS COMING SOON.

ADIDAS X IVY PARK

Sign up—stay in the flow.

Yes, I am over 16 years old *

GENDER

Female Male Prefer not to say

SIGN UP →

Palm Beach Atlantic

- Touches all user journeys with easy-to-navigate buttons
 - Visit
 - Ask
 - Apply
 - Separate journeys for specific needs



Undergraduate Admission

Florida's Top Christian University

You know what you want in a college experience. A university that offers more than just a degree. Learning that takes you out of the classroom and into the real world. Professors who know you and help ensure a solid foundation for your life. This is the kind of experience that will impact you, and the world, for life.

A Location Like No Other

Living and learning in West Palm Beach, Florida is an experience like no other. In addition to the natural beauty of our location on the Intracoastal Waterway, PBA offers unparalleled internship and professional opportunities, world-class cultural outlets, exceptional shopping districts just minutes from campus, endless outdoor recreation and more than 50 miles of pristine beaches.

AcuityBrands

—
Content Builds
Demand



Acuity's Custom Strategy

Gated Content + Content Marketing Solutions



Capture & Convert

- Insights from Gartner Report behind a gated landing page
- RFI: email, name, title, company
- Nurture and close

Results

Full-Funnel Leads: Generated and Delivered

Data-driven Celebrations

- 100s of top-to-mid-funnel lead engagements
 - At a fraction of the cost

0
Previous
Vendor

8
Stamats

Meaningful Engagements

- 100s of digital engagements

13% ↓
Exit Rates

16% ↓
Bounce
Rates

Lead Value:
\$400,000 each
(8 * \$400,000 =
\$3.2Mm)

**Understanding These
POVs Helps Form
the CTA strategy**

3. Why Does Strategy Matter?

Provides Structure for Cohesive Content

- Improves the user experience
 - Clear structural cues and visual markers help readers navigate information
 - Allows you to reduce information on a page by offering quick options instead of paragraphs to sift through

In other words ...

Make Conversions Easy!

- Direct traffic on your site.
 - Avoid “posting and praying”
 - Use clear, relevant CTAs to make it easy
 - Create actionable experiences

Create conversion-centered pathways, particularly on pages and blogs to which you're driving paid traffic.

**Example:
A Landing Page
Approach to Blog CTAs**

MEG technology - top

- Clear pathways:
 - Inline links in intro to Department and service
 - Callout section
 - What you need to know
- Idea:
 - Add a blog-specific phone number as an inline CTA right above the first H2



Brain MEG technology: Improving epilepsy surgery outcomes, one weird helmet at a time

December 4, 2019

By Elizabeth Davenport, Ph.D.,
Radiology

Share:     

When my professor mentioned the brain emits electrical signals, too. And thus began my journey to becoming a MEG Scientist.

I was determined to become an electrical engineer but then, one fateful day in biology, my professor mentioned the brain emits electrical signals, too. And thus began my journey to becoming a MEG Scientist.

MEG technology (magnetoencephalography) is a revolutionary brain signal processing tool that allows doctors to retrieve an enormous volume of data from a patient's brain with absolutely no pain, invasiveness, or emissions – it is safer than holding a cell phone against your head.

In just one second of testing, we can gather up to half a million data points. Each data point can be synced to a 3D model of a patient's brain. The result? A map that gives us, within a millimeter's precision, the origin of disruptive brain events such as epileptic seizures.

At UT Southwestern, senior post-doctoral research associate Amy Proskovec, Ph.D., and I harness the power of MEG technology to help improve epilepsy surgery outcomes, zeroing in on where in the brain a patient's seizures originate. UT Southwestern offers the most advanced MEG technology currently available anywhere, and the only MEG in Dallas.

MEG technology guides the most precise epilepsy surgery – and it all begins with a color-changing ceiling, a Darth Vader helmet, and '80s-style glasses.



Elizabeth Davenport, Ph.D., helps harness the power of MEG technology to improve epilepsy surgery outcomes.



Patients can pick their ceiling color in the prep area before entering The Meg Suite.

Enter the MEG suite. Choose your color

Epilepsy can rob a patient of personal control in so many ways. Our goal is to help patients regain their lost autonomy, starting in the MEG suite.

On the ceiling in the prep area, we've installed a wavy lighting treatment. It's meant for enjoyment only – there's no medical reason behind it. But patients seem to enjoy the chance to set the color mood while we help them don their head attire and prepare for the exam.

Related reading: Who should consider epilepsy surgery, and when?

Dressing for the event. I mean, exam

First, we ask patients to put on a special cap – OK, it looks like a shower cap with 64 electrodes. Each of these electrodes measures electrical signals in the brain directly from the scalp. Sweet, sweet data gathering.

Next, it's retro glasses time. Patients sit in a comfortable chair and put on bulky looking but lightweight glasses that help hold a receiver in place as we digitally record the location of each sensor in relation to their head and brain. We pass a digital wand that looks like an enlarged iPad stylus over each electrode on the cap, logging what we call the patient's "head shape."



MEG technology - middle

- Consider adding the phone number as a
- Video callout with discernible button
- Future facing content to discuss ongoing research



'I am your doctor'

We call the MEG helmet a Darth Vader helmet because of its shape. It doesn't cover the face, but it looks like something from the movie "Star Wars."

The helmet is like a wearable brain scanner with 306 sensors. We have a mock helmet we let pediatric patients wear around the suite during prep so they can get used to it.

Once we connect the cap and helmet, the patient settles into the recliner and we explain how the exam works. Basically, the MEG helmet sensors, as well as the electrode cap, deliver precise brain signal readouts to the MEG computer.

Then, we do the only remotely startling step in the exam. We suction close the door. It's not super loud – it's quieter than slamming a door when you're mad – but we warn patients that it might startle them because the room is so quiet. The door is shut to keep out those pesky magnetic noises from the nearby MRIs, computers, cars, etc. We can still see and hear you over the camera system. And, of course, there is a big red button that opens the door in an emergency if you get nervous.

The MEG is completely passive. It emits no radiation and is FDA-approved for use in newborn infants and pregnant women, so there's nothing to worry about in that regard.

That's all there is to it, for the patient, anyway. Next up, it's data processing time (my favorite!).

Amy Proskovets, Ph.D., a post-doctoral research associate who works closely with Dr. Davenport on The MEG, models the mock 'Vader' helmet.

[Learn more](#)

A look inside the MEG suite

The signal processing used in MEG technology guides the most precise forms of epilepsy surgery, allowing doctors to pinpoint the area in the brain where a seizure starts. UT Southwestern offers the most advanced MEG technology currently available anywhere, and the only MEG in Dallas.



[Learn more](#)

The limitless future of MEG technology

What we're doing now at UT Southwestern with MEG imaging is so exciting. We have the first mixed use suite on campus – we do patient exams in the morning, and in the afternoon, we turn to research, pushing the boundaries of what the technology can do.

Future implementations of the technology are exciting, too.

Concussion research is huge in Texas, with our high volume of high school student-athletes. UT Southwestern is home to the ConTex Texas Sports Concussion Registry. In 2016, we conducted a concussion study using MEG to examine the brain function of high school football players. We used MEG to compare the network connectivity (how two or more brain regions "talk" to one another) of the brains of students who'd had at least one concussion during the season with those who hadn't.

MEG technology - bottom

- Additional inline links
- Phone number callout
- Inline links to taxonomy categories
- Related content visuals

"We approach signal processing like navigating with Google Maps. The head shape of 3D brain images is matched to your MRI to create the big picture of the map: the location, streets, and "neighborhoods" or sectors of the brain. The MEG data is like the street-level information: How much traffic is there? How fast are the signals traveling? Is there a fender bender?"

Elizabeth Davenport, Ph.D.

We found that the concussed students had significant connectivity decreases, whereas the non-concussed students, on average, experienced increased connectivity. The results suggest that MEG could be more sensitive in detecting brain changes than functional MRI exams and should be researched further.

Alzheimer's disease research is another area where we can potentially use MEG to identify biomarkers (brain or brain activity red flags) that can indicate a patient's risk for mental health or cognitive conditions. I have a grant to study this. If we can discover a valid biomarker, doctors can potentially diagnose the condition and intervene earlier. Today, there is no cure for Alzheimer's disease - we hope this research will pave the way for better treatments and potentially a cure.

Autism and PTSD are two other areas of study where we are using the MEG brain mapping technology to pursue discovery. In epilepsy and in future applications, MEG technology can help us advance diagnostics and research from "How can we find this variable?" to "Which of these millions of data combinations do you want to explore first?" That limitlessness is the challenge and the excitement of MEG technology.

Brain signal processing is an exploration of art and science. It drives us to push the boundaries of modern imaging and computing. And it keeps us asking, "What can we do next to improve the lives of patients with epilepsy?"

Are you or a loved one considering epilepsy surgery? Request an appointment to learn more about MEG brain mapping. Call 214-645-8300 or request an appointment online.



We are just beginning to scratch the surface of what MEG brain mapping can do.

More in: [Brain](#), [epilepsy](#)

More from Brain



Anticholinergic drugs: A potential link to dementia



Ballroom to boogie: How dancing can improve seniors' brain health



Autism after high school: Nine tips to help teens transition to adulthood

**Example:
Small CTA Changes
Can Lead to Big Results**

Bariatrics Blog

CTAs

- We recommended 3 CTA styles for this story:
 - Related reading
 - Inline CTAs
 - Callout buttons
- These CTAs led to more visits and “sales” over time.

Focused on long-term benefit

She cautioned others to expect slow progress for long-lasting weight loss.

“When you have as much weight to lose as I did, losing a pound or two a week, it’s really hard to stay motivated,” Demma said.

She said her main source of motivation is her kids, ages 9 and 7, and the fear that a weight-induced heart attack or stroke would take her away from them.

The next step: joining a gym and working out, Demma said.

“I can’t say enough good things about the Weight Loss Clinic. I have my life back,” Demma said. “On New Year’s Eve, when a lot of people were making their resolutions, I felt like I had already accomplished what I wanted to do last year. I’m hopeful and happy.”

SHARE RACHEL'S SUCCESS:
TAKE THE FIRST STEP & ATTEND A FREE SEMINAR >>

For more information about the **Edward-Elmhurst Medical Weight-Loss Clinic** or to schedule a consultation and evaluation, call **630-527-7205**.

Huge Organic Success for Bariatrics!

32%↑

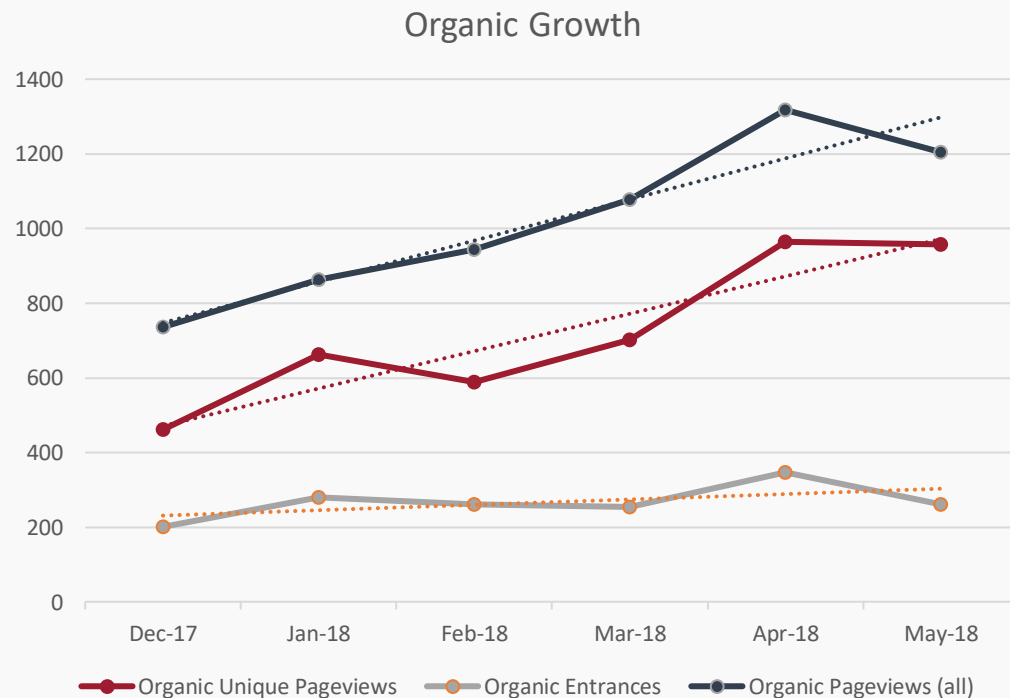
increase in organic traffic
(pageviews)

42%↑

increase in unique pageviews
(organic)

38%↑

increase in organic entrances



4. Tips for Writing Effective CTAs

1. Use Clear, Concise Language

Crummy example:

- Could you potentially be a candidate for this fantastic, exclusive, one-of-a kind prize? Enter our contest and you might have a chance to win said prize mentioned above!

Conversion-friendly example:

- Feeling lucky? Enter now for a chance to win.

2. Make It Relevant, Not Salesy

Give minimal options - but give the RIGHT options.

- What do users want and need to do next?

How does that journey align with your KPIs?

- Should you make the metrics about THEM, not YOU?

3. Consider All Platforms

Long forms can be a pain on mobile. Consider this when you create CTA forms.

Newsletter Sign Up

Receive our Healthy Driven eNewsletter for updates about the challenge, special events and more ways to be healthy driven.

Contact Information

* First Name

* Last Name

* Email

SUBMIT

Newsletter Sign Up

Receive our Healthy Driven eNewsletter for updates about the Healthy Driven challenge, special events and more ways to be healthy driven.

Contact Information

* First Name

* Last Name

* Email

Phone

* Address

Additional Address

* City

* State

SUBMIT

FIND A HEALTHY
DRIVEN DOCTOR

Search Now

or
call (630) 527-6363



IN THIS SECTION

- Healthy Driven Challenge
- Healthy Driven Leaderboard
- Health Aware risk assessments
- Fitness centers
- Weight loss & nutrition
- Healthy Driven Newsletter
- Blogs
- Recipes
- Classes & wellness events

Form

Submissions

Original Newsletter Sign Up

31

Short Newsletter Sign Up

41

4. Make It Easy

That means easy for the USER, not just for you.

- Less data can be more – do you really need their home address, phone number, blood type, and first-born's name?

Same with registrations: Just let them download your whitepaper!

**Make It Easy to Convert,
Then Make It Easy to Measure.**

5. Measuring ROI and Conversions

Think Beyond the Click

- Advanced metrics includes activity AFTER the click:
 - Where does the user go next?
 - Are there signs of frustration?
 - How often do visitors return before converting?

What Tools Can Help You Measure?

- Popular choices:
 - Google Analytics
 - Google Data Studio
 - CMS tools
- Recording and heat map tools

Google Analytics: The OG of Conversion Tracking

- Depending on your team's expertise, you can track:
 - Where people came from
 - Other pages they visit on your site
 - Their likely conversion steps based on historic behavior

The screenshot displays Google Analytics conversion tracking data for two dates: May 3, 2018 and Apr 11, 2018. The interface shows a list of conversion events with columns for time, duration, device type, and display name. The May 3, 2018 session shows several clicks and a goal completion. The Apr 11, 2018 session shows a page view.

Date	Time	Duration	Device	Display	Event
May 3, 2018	5:57 PM	01:22	Mobile	Display	Event undefined on Clicks
	5:57 PM		Mobile	Display	Event Call for an appointment: 855-546-1974 on Clicks
	5:57 PM		Mobile	Display	Event Call for an appointment: 855-546-1974 on Clicks
	5:57 PM		Mobile	Display	Completed goal Appointment Click Button for \$0.00
	5:57 PM		Mobile	Display	Event undefined on Clicks
	5:55 PM			Mobile	Display
Apr 11, 2018	9:31 AM	00:00	Mobile	Display	Viewed MedStar Washington Hospital Center Blog Center View Heart attack with no symptoms? The danger of silent MI

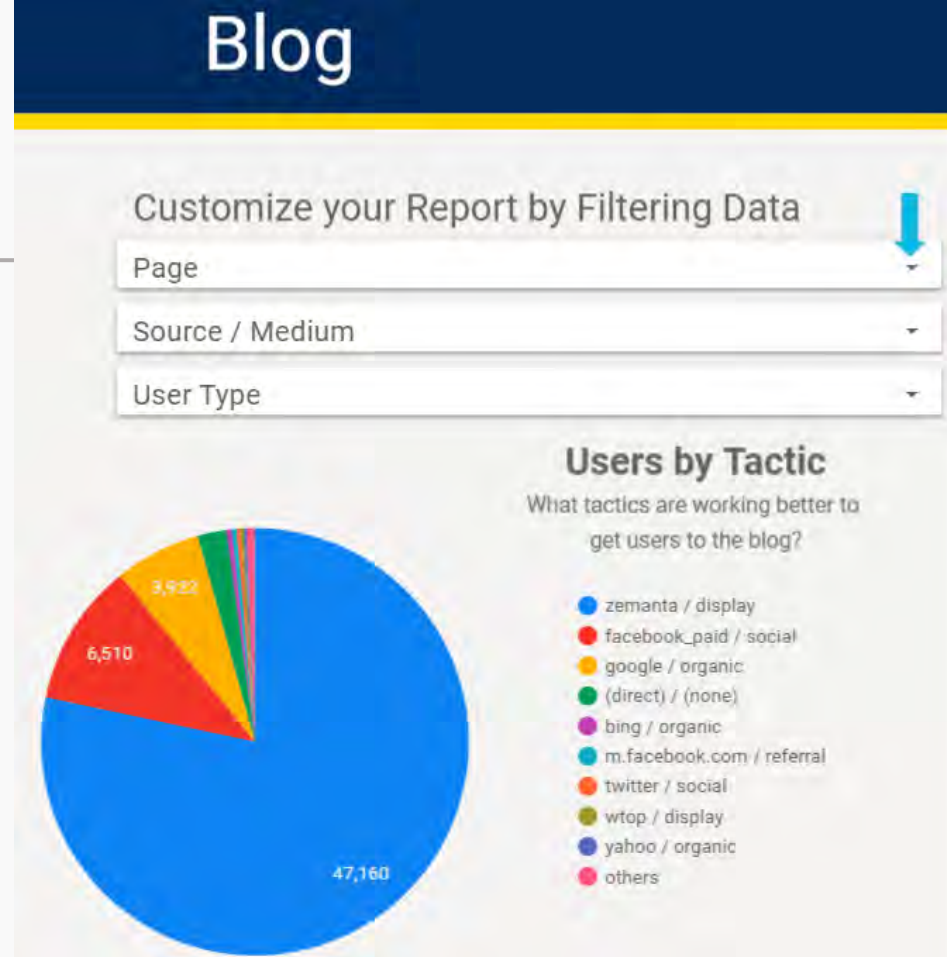
GA Is Incredibly Useful, if You Understand the Data.

- Marketers need expertise to understand what the data are really saying
- It's not highly visual, so partner with a savvy designer or agency for stakeholder reports



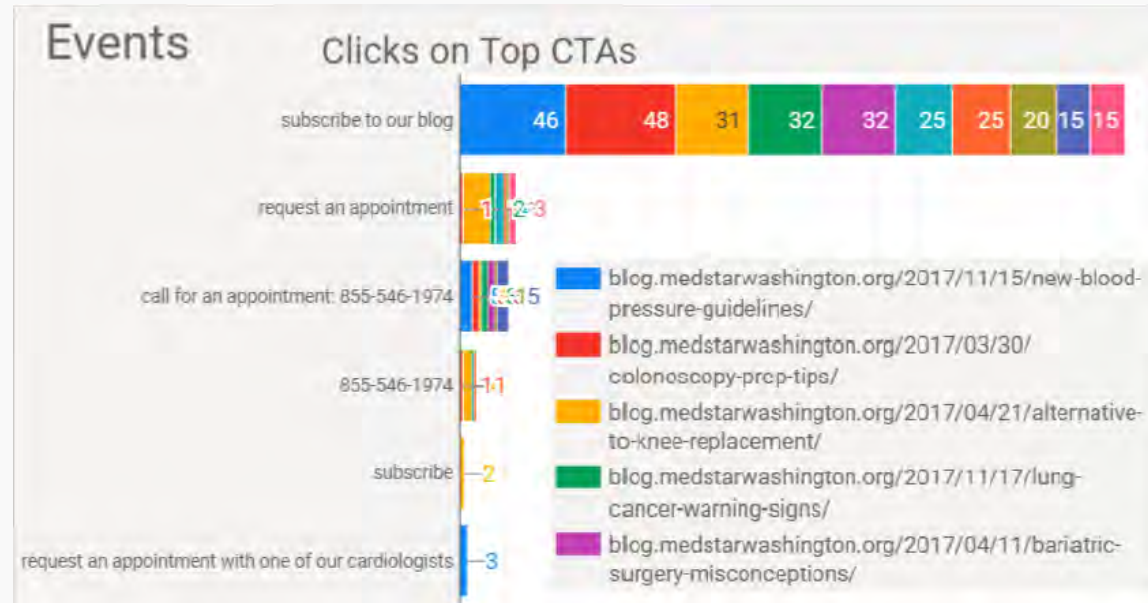
Google Data Studio

- A free alternative to Google Analytics 360:
 - Offers endless widgets
 - Easy visuals for stakeholders
 - Downloads of data from all widgets



Though Free, Data Studio Setup Requires Expertise.

- After that, it's easy for newbies to use
- If interested, reach out to your in-house or agency Analytics team

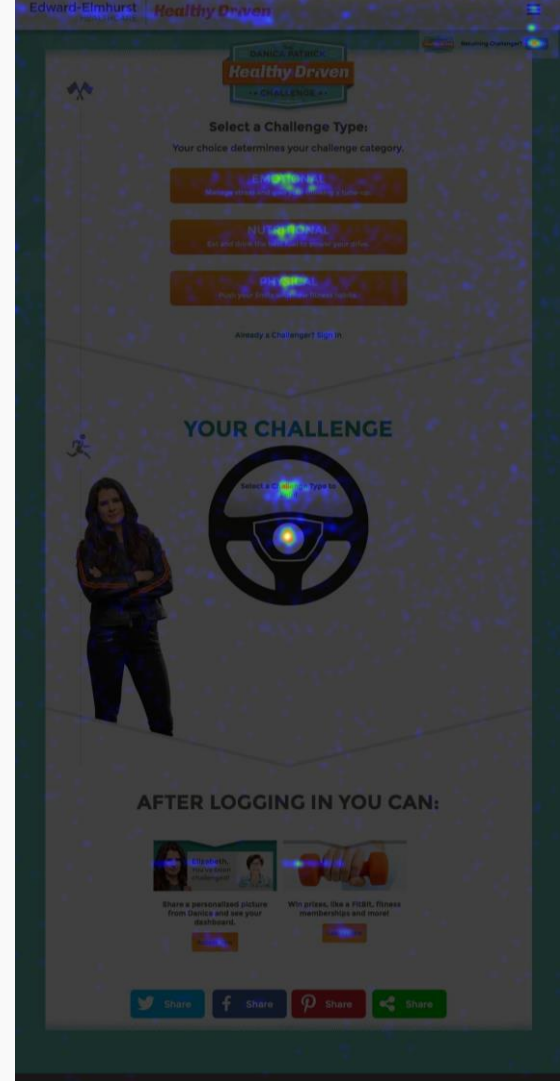


CMS Platform Tools

- These tools often come “free” with your CMS and can help you measure:
- Total form submissions, downloads, purchases, etc.
- These tools may be enough to tell your data stories, but many also integrate with GA or Data Studio
- Depending on your tool/agency, it can be tough to get timely data.

Recording and Heat Map Tools

- These tools show you where visitors:
 - Look
 - Click
 - Navigate (or fail to)



They Also Show Anticipated vs. Actual User Behavior

- What you think is the easiest path based on internal knowledge might not make sense to a user
- Consider the terms and visuals you use
- Avoid industry jargon
- Choose terms that users recognize

A Final Note

CTA Strategy Is a Marathon, Not a Sprint

- Success takes time, and there will be ups and downs.
- Build a CTA strategy into your content marketing plan, set your KPIs and goals, and choose an expert to interpret the data.

Any Questions?



Tony Dellamaria
VP, Marketing Solutions
Stamats

(p) 319.861.5047
(e) Tony.Dellamaria@stamats.com



Mariah Obiedzinski
Sr. Director of Content Services
Stamats

(p) 319.389.0058
(e) Mariah.Obiedzinski@stamats.com

Thank You!

Mariah Obiedzinski: *Sr. Director, Content Services* / Stamats

